

The background of the image is a scenic view of a lighthouse situated on a sandy beach. The lighthouse is a tall, cylindrical structure with a dark top section. To its left, a line of palm trees stretches across the horizon. The foreground is filled with clear, blue water that reflects the sky and the lighthouse. The sky is a vibrant blue with some light, wispy clouds.

REEF RELIEF

2023

ANNUAL REPORT

REEF RELIEF

Reef Relief® is a nonprofit membership organization dedicated to improving and protecting our coral reef ecosystem.



REEF RELIEF

To the Members and Friends of Reef Relief,

This past summer proved one of the most challenging conditions ever experienced. No one can ignore the tremendous devastation our nearshore waters experienced. Coral reef conservationists globally felt distraught as they watched the last of the remaining corals in the Florida Barrier Reef lay on the cusp of death. The devastation is noticeable to all that dive into the reef. As we immerse the younger generation in marine science, we are met with the painful question from students and campers: "Are we going to be the last group to see living coral?"

There is no question that this unprecedented marine heat wave and mass die-off of coral colonies is directly related to human driven climate change. Lack of action and implementation of better practices has led to a total decline of the nearshore waters. Harmful algal blooms, water releases, fertilizers, pesticides, stormwater run-off, improper wastewater treatment, sewage spills, and septic tanks have been impacting the health of corals.

Reef Relief promises to represent our membership as we become even more vocal in opposing harmful water quality practices and to push municipalities to allocate funds for improved wastewater treatment. It is not the time to sit back and wait for larger entities to step to the plate. If we want to protect what is left of our precious coral reef, the time to act is now. Your support is imperative to drive this change.

Marine science education and introducing students to the underwater world now is more important than ever. Reef Relief's Discover Coral Reefs School Program remains a light of hope for the future of our coral reefs. We are so grateful for them and the support of our membership that continues our "Marine Science for All" initiative, making marine science free and accessible for everyone. We are humbled to see how many educators across the world are looking for us to guide and educate their students on the status of our marine ecosystems.

It is your generosity that has enabled us to expand our program and make our impact larger than ever. While our hearts are heavy watching the destruction happening to our coral reefs, we must remain optimistic that things can be saved. It is not too late to make a difference and push for better protections for our coral reefs. Introducing students and campers to the beauty of the underwater world inspires us to stay positive even in the darkest of times. Your support drives us to push forward and fight to save the reef.

Sincerely,



Tricia Coyne President

REEF RELIEF

Reef Relief Personnel

Board of Directors:

President/Chairman/CEO

Tricia Coyne

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Secretary

Mimi Stafford

Treasurer

Genya Yerkes

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Ed Russo

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Dr. Patrick Rice

Maggie Howes

Alex Risius

Jeff Graves

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Executive Director

Millard McCleary

Assistant Executive Director

Dora DeMaria

Education Director

Erin O'Brien Bogashewicz

Education Coordinator

Tara McCracken

Program Coordinator

Taylor Tsacoumis

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Reef Relief Interns

Spring:

Tara McCracken- Education

Savannah Rhoades- Conservation

Renee Dixon- Conservation

Summer:

Kayli Sayatovic- Coral Camp

Jordyn Sateeran- Coral Camp

Casey Grehen- Coral Camp

Tyler Jurian- Coral Camp

Fall:

Josephine LaPrad- Conservation



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Discover Coral Reefs School Program



13,314

students taught



6

middle school
program participants

16

Monroe County
schools visited

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Discover Coral Reefs School Program

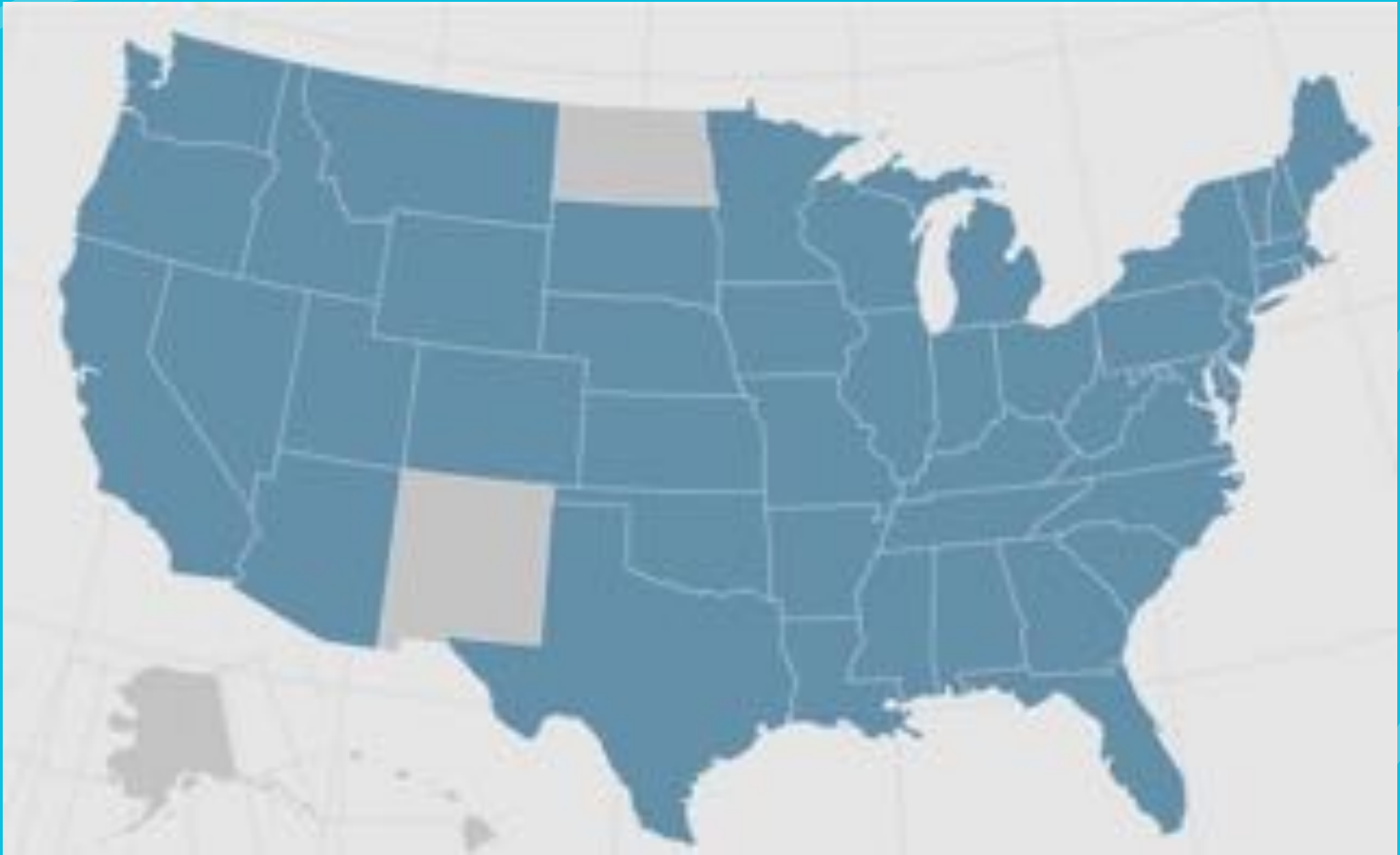
16

field trips



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Discover Coral Reefs School Program



46 STATES

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Discover Coral Reefs School Program



2 TERRITORIES & 15 COUNTRIES

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Coral Camp for Kids



250

total campers

11

camp
sessions

37%

increase in
test scores

17

scholarships
administered

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Storm Drain Stenciling Program

857

storm drains stenciled

108

volunteers



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Marine Debris Removal Program



16,397

lbs of marine debris



425

volunteers

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Plastic Free Key West

Purple Heron Charters
Happy Landings Marina

Tier 1

Boathouse Bar & Grill

Irish Kevin's

Doing Work Coffee

Hyatt Centric Key West Resort and Spa

Kimpton Key West

Koffie House

Tavern and Town

At Sea Key West, LLC

Sea, Key West

Southernmost Pint

Fausto's Food Palace on Fleming

Amri Day Spa and Salon

Sugar Apple Natural Foods

Key West Botanical Gardens

Tier 2

Argo Navis

Date & Thyme

Key Fillery

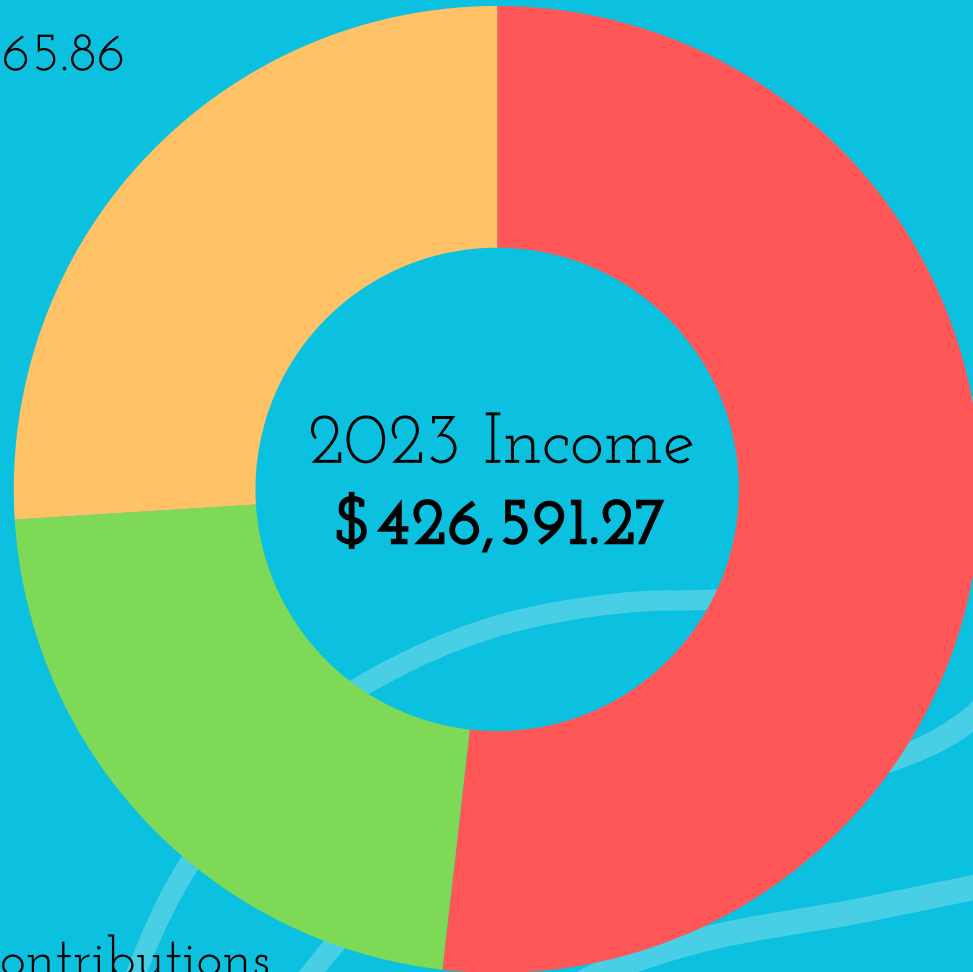
Tier 3



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Financials – Income

Program Revenue
\$92,065.86

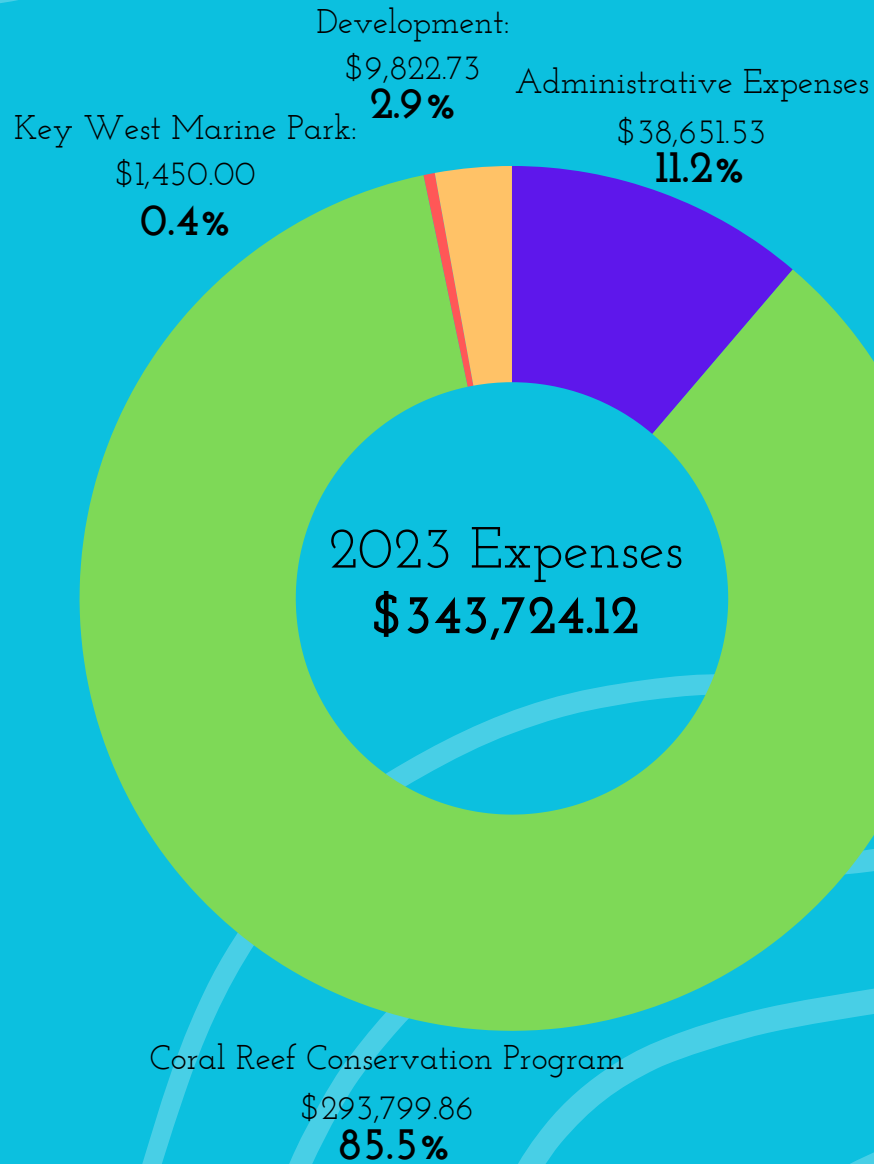


Grants
\$183,497.34

Memberships/Contributions
\$78,622.73

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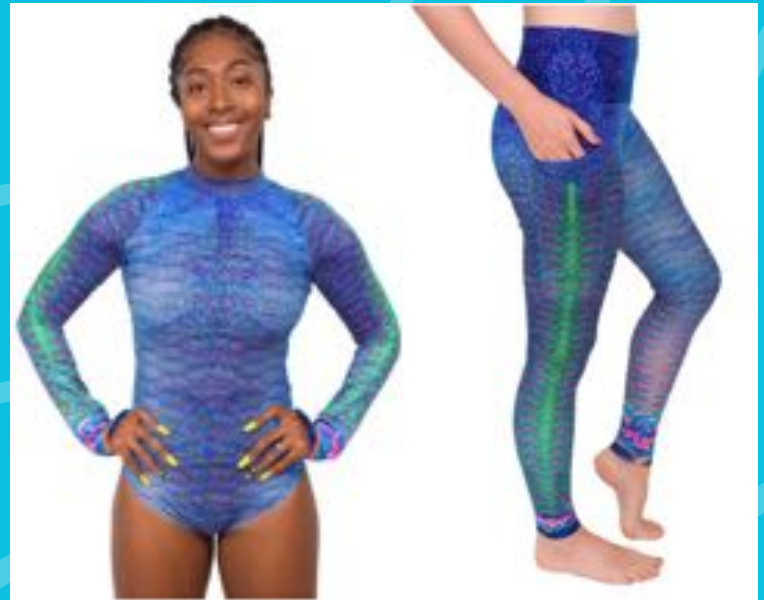
Financials – Expenses



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Product Partners

GRATEFUL  DIVER



Community Support

The following entities helped support Reef Relief's 2023 programs.

Including but not limited to:

- Barefoot Billy's
- Beach Weekend Marina
- Captain's Corner Dive Center
- City of Key West
- CoastLove
- Coast Guard Cutter Willow
- Coast Guard Sector Key West
- College of the Florida Keys
- College of the Florida Keys Environmental Club
- Cox Automotive
- Danger Charters
- Dry Tortugas National Park
- Eco-Discovery Center
- Florida Department of Environmental Protection
- Florida Keys Commercial Fishermen's Association
- Florida Keys National Marine Sanctuary
- FOLKS (Friends of the Lower Keys)
- Fury Water Adventures
- Historic Tours of America
- Hyatt Centric
- KEEN Footwear
- Key West Aquarium
- Key West Harbor Services
- KWHS Team Blu
- Last Stand of the Florida Keys
- Lower Keys Guides Association
- Martin Luther King Jr. Pool
- Monroe County
- Monroe County School District
- Monroe County Sheriff's Office
- Mother Nature's Minions
- National Park Service
- NOAA
- Ocean Aid 360
- Pier House Resort and Spa
- Publix Supermarket
- Salute! On the Beach
- Sanctuary Advisory Council
- Sebago Watersports
- Sunset Watersports
- Surfrider Florida Keys
- The Kimpton
- Tito's Vodka
- Tow Boat US Key West
- United Way of Collier and the Keys
- Waste Management
- Winn Dixie
- Yankee Freedom III

Foundation and Grant Support

The following foundations and grants helped financially support Reef Relief's 2023 programs.

Including but not limited to:

- Ardea Cares
- Bass Pro Shops Outdoor Fund
- Bill Simpson Foundation
- Bright Funds Foundation
- Community Foundation of Greater Atlanta - William Monroe
- Community Foundation of the Florida Keys
- Dogwood Foundation
- Edward Jones
- Felburn Foundation
- Fidelity Charitable
- Friends for a Better Way Foundation
- George and Dorothy Lee Witwer Endowment
- Gordon & Meridyth McIntosh Charitable Fund
- Hunter Ward Foundation
- Lookout Foundation
- Lothar Von Ziegesar
- Massicotte Giving Fund
- Merrill G. & Emita E. Hastings Foundation
- Morby Family Charitable Foundation
- PADI Foundation
- Robert Alfandre Foundation
- Ron Jon Surf Shop
- Schwab Charitable - Randi & Michael Potack Donor Advised Fund
- Sexton Family Foundation
- Triad Foundation
- United Way of Collier and the Keys
- Vanguard Charitable Endowment

Business Support

The following businesses provided support Reef Relief's 2023 programs.

Including but not limited to:

- Bender & Associates Architects
- Celtic Conch
- Classic Harbor Line- Key West
- Curry & Sons Printing
- Dante's Pool Bar & Restaurant
- Environmental Remedy & Recovery
- Florida Pen Show
- Florida Powerboat Club
- Grateful Diver
- Green Parrot
- Green Pineapple
- Hank's Hair of the Dog Saloon
- Heritage Farmed
- HKM Jewelry
- Key West Hash House Harriers
- Key West Mermaid Festival
- Lagerheads Beach Bar
- Lower Keys Plumbing
- Manley deBoer Propane
- Margaritaville Beach House Resort
- Mile O Events
- Monroe Glass & Mirror
- Orlando Pen Show
- Pete and Larry's Sloppy Seconds
- Ram's Head Southernmost
- Sarasota Chiropractic Center
- SDR&R Corporation
- Shots & Giggles
- Sloppy Joe's Bar
- Stream2Sea
- Suburban Plumbing
- Sunset Social Drinking Club
- The Marker
- Tony Baltimore
- Vision Event Management
- Ward & Meyers
- WaterLust

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We appreciate the generosity from our supporters.
Please accept our apologies for any omissions or errors.

Feel free to bring corrections to our attention at
reefrelief@gmail.com

Business Support

The following businesses provided donations to support Reef Relief's 2023 programs.

Including but not limited to:

- 7 Artists and Friend Gallery
- 801 Bourbon Bar
- America 2.0
- Amigos Tortilla Bar
- Amri Day Spa & Salon
- Ariella Hogan
- Art 830
- Barefoot Billy's
- Beth Hodgkin Jewelry
- Big Cheezus
- Boathouse Bar & Grill
- Bone Island Coffee
- Bone Island Haunted Pub Crawl Tour
- Captain Bob's Excellent Adventures
- Captain Hook's Dive Center
- Cayo Hueso Brewing
- Celtic Conch
- Chiguana
- Children's Museum Naples
- Conch Republic Seafood Company
- Coral Renaissance
- Cruisin' Tikis Key West
- Cuban Coffee Queen
- Danger Charters
- Divegeek
- ECI Properties
- EZ Riders E-bike Rentals
- Fairvilla Megastore
- Fat Tuesday
- Fausto's Food Palace on Fleming
- Florida Keys Brewing Co.
- Florida Keys Marine Detail
- Fly2Die Charters
- Francesca's
- Freedive Key West
- Fuel at Fyt
- Funky Rooster Coffee
- General Horseplay
- Glow Paddle
- Grateful Diver
- Green Pineapple
- Greenhouse
- Hemingway Rum
- Hemmingway House
- Hyatt Centric
- Hydro Thunder
- Irish Kevin's
- Islamorada Brewing Company
- Island Bookstore
- Island Girl Designs
- Island Inspirations Conch Painting
- IV's in the Keys
- Jack Kelly Art
- Jerry Garcia foundation
- Jewelers Services Inc
- Kaya Island Eats
- KEEN Footwear
- Key Lime Bike Tours
- Key West Aquarium
- Key West Express
- Key West Ghost Hunt
- Key West Hospitality Inn
- Key West Legal Rum
- Key West Maps
- Key West Monopoly
- Key West Sea Salt
- Key West Trading Company
- Keys Coffee Co.
- Koffie House
- KW Aloe
- KW Island Book Store
- Lazy Dog
- Local Color
- Local Luxe
- Local Side of Key West Adventures
- Lost Boy
- Louie's Back Yard
- Lucy Hawk
- Matt's Stock Island
- Medieval Mapmaker
- Miami Subs Grille
- Milagro
- Minty's
- Moondog
- Ocean Key
- Old Town Tavern
- Paddle Yoga with Tara
- Papa's Pilar
- Phil's Marine Canvas
- Pincher's Key West
- Pirate Scooter Rentals
- Plantation on Crystal River
- Poké in the Rear
- Rams Head
- Ray Rolston
- Redfin
- Retro Room
- Rum Haven
- Saltwater Angler
- Salty Bottoms Charters
- Salty Frogs
- Salty Soul Charters
- SandCloud
- Sea, Key West
- Sebago Watersports
- Skydive Key West
- Sloppy Joe's Bar
- Southernmost Café at the Mansion
- Southpoint Divers
- Square Grouper
- Stone Soup Gallery & Frame Shop
- Sundance Watersports
- Sunshine Coffee Key West
- Sunshine Scooters
- Tattoos & Scars
- The Breakfast Club Too
- The Concierge Girl
- The Docks
- The Local Side of Key West Adventures and Rentals
- The Marker
- Tim Pierce
- Tropical Latitudes
- Vida Cana Rum
- VitaFelice
- Wanderlust
- Waterfront Brewery
- Wildflower Art
- Wildlife Inspiration
- Wildlife Threads
- Wolf Scuba
- Yoga on the Beach

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**NEW
MEMBERSHIP
LEVELS**



SEA FAN MEMBER \$30.00

Gorgonia ventalina is a fan-shaped coral with several main branches and a latticework of linking smaller branches and polyps. These corals can be found on top of the reef, leaning with the currents.

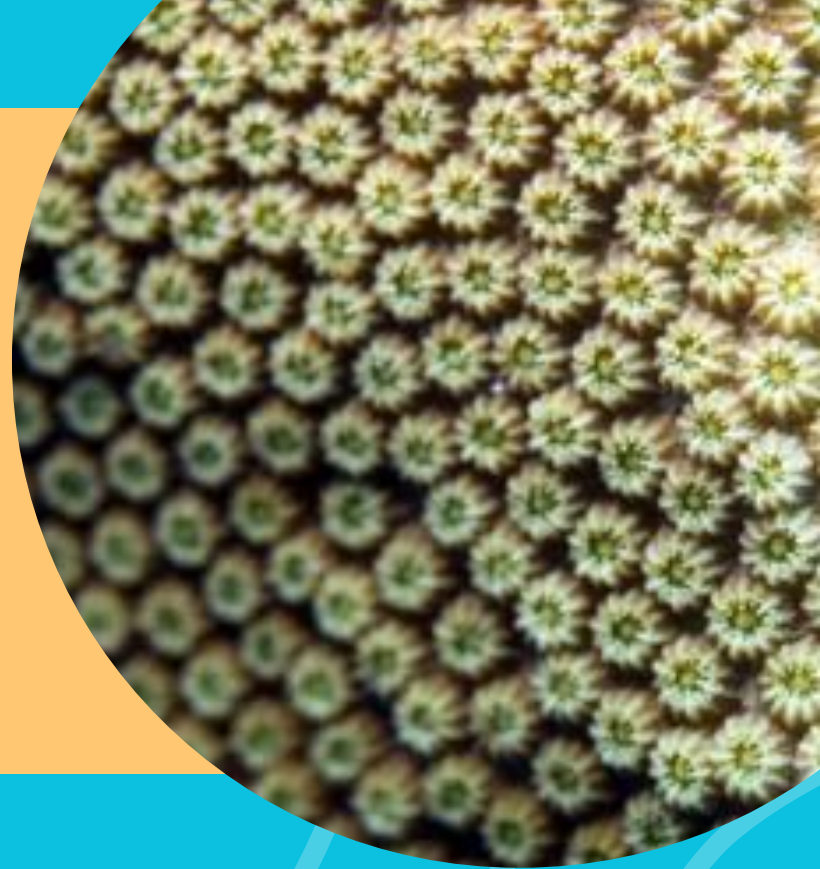


Member sticker

Retail discount

Discounted member rates for programs

STAR CORAL MEMBER \$50.00



Montastraea cavernosa forms large domes or wide columns, creating spur and groove formations in the reef. These are the building blocks of the coral reefs that provide the foundation for the ecosystem to flourish.



Member sticker

Retail discount

Discounted member rates for programs

Sticker bundle



BRAIN CORAL MEMBER \$100.00

Diploria labyrinthiformis forms wide, brain-like ridges, with a noticeable groove in the center of each ridge. Brain corals are an integral part of the coral reef.



Member sticker

Retail discount

Discounted member rates for programs

Sticker bundle

Reef Relief silicone pint cup



FINGER CORAL MEMBER \$250.00



Porites porites forms irregular patches of short, finger-like lobes with blunt, slightly swollen tips.



Member sticker
Retail discount



Discounted member rates for programs

Reef Relief silicone pint cup

Sea Bags® coral wine bag or wristlet





STAGHORN CORAL MEMBER \$500.00

Acropora cervicornis is a branching, stony coral with cylindrical branches.



Member sticker
Retail discount

Discounted member rates for programs

Reef Relief silicone pint cup

Sea Bags® medium tote



ELKHORN CORAL MEMBER \$750.00



Acropora palmata is an important reef-building coral in the Caribbean. The species has a complex structure with many branches which resemble that of elk antlers.



- Member sticker**
- Retail discount**
- Discounted member rates for programs**
- Reef Relief silicone pint cup**
- Sea Bags® large tote**





PILLAR CORAL

LIFETIME MEMBER

\$1,000.00

Pillar coral forms an encrusted base from which grow vertical cylindrical, round-ended columns. This coral can grow to a height of 3 m.



Member sticker

Retail discount

Discounted member rates for programs

Fish plaque displayed at Reef Relief

Additional membership rewards per the description of the donor.

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SEA BAGS® LARGE TOTE

SEA BAGS® MEDIUM TOTE



SEA BAGS® WINE BAG



SEA BAGS® WIRSTLET



MEMBER STICKER



SILICON CUP

REEF RELIEF

Find us on
Guidestar:



**FOR THE
PLANET.**

*Thank you all for an amazing 2023 year.
We hope to see even more success in 2024!*